

## CLAIMS

### WHAT IS CLAIMED IS:

- 1           1.       A method for setting a programmable feature of a motor vehicle comprising:  
2                   providing an interactive site on a global computer network;  
3                   establishing a connection with the interactive site;  
4                   interactively setting a programmable feature of the motor vehicle at the interactive  
5           site;  
6                   providing a transfer device having an input port and an output port;  
7                   transferring set-up data from the interactive site to the input port of the transfer  
8           device;  
9                   transferring the set-up data from the output port of the transfer device to the motor  
10          vehicle.
  
- 1           2.       The method of claim 1 wherein the input port of the transfer device comprises a  
2          serial bus connector.
  
- 1           3.       The method of claim 2 wherein the output port of the transfer device comprises the  
2          same serial bus connector.
  
- 1           4.       The method of claim 1 wherein the output port of the transfer device comprises a  
2          serial bus connector.

1           5.       The method of claim 1 wherein the input port of the transfer device comprises an  
2   optical sensor.

1           6.       The method of claim 5 wherein transferring set-up data from the interactive site to  
2   the input port of the transfer device comprises modulating a portion of a display screen and  
3   sensing such modulation in the transfer device.

1           7.       The method of claim 1 wherein the transfer device comprises a key for operating  
2   the motor vehicle.

1           8.       The method of claim 1 wherein the programmable feature comprises a navigational  
2   function.

1           9.       The method of claim 1 wherein the programmable feature comprises a  
2   communication function.

1           10.      The method of claim 1 wherein the programmable feature comprises an  
2   entertainment function.

1           11.      The method of claim 1 wherein the programmable feature comprises a climate  
2   control function.

1           12.     The method of claim 1 wherein the programmable feature comprises a control  
2     having a user-assigned function.

1           13.     The method of claim 12 wherein the interactive site includes a plurality of control  
2     icons and further comprising dragging a selected icon onto a representation of a motor vehicle  
3     control panel.

1           14.     The method of claim 13 further comprising, after transferring the set-up data from  
2     the output port of the transfer device to the motor vehicle, providing a control corresponding to  
3     the selected icon on the motor vehicle control panel.

1           15.     The method of claim 1 wherein the programmable feature comprises a display  
2     having a user-assigned function.

1           16.     The method of claim 12 wherein the interactive site includes a plurality of display  
2     icons and further comprising dragging a selected icon onto a representation of a motor vehicle  
3     display panel.

1           17.     The method of claim 13 further comprising, after transferring the set-up data from  
2     the output port of the transfer device to the motor vehicle, providing a display corresponding to  
3     the selected icon on the motor vehicle display panel.

1           18. The method of claim 1 further comprising:  
2                 setting a programmable feature of the motor vehicle by user input to a control  
3           within the motor vehicle;  
4                 transferring the user-input setting of the programmable feature from the motor  
5           vehicle to the transfer device;  
6                 transferring the user-input setting of the programmable feature from the transfer  
7           device to the interactive site.

1           19. A method for setting a programmable feature of a motor vehicle comprising:  
2                 providing an interactive computer program with a graphical user interface  
3           depicting the programmable features of the motor vehicle;  
4                 setting the programmable feature of the motor vehicle using the interactive  
5           computer program with a user's computer;  
6                 providing a transfer device having an input port and an output port;  
7                 transferring set-up data from the user's computer to the input port of the transfer  
8           device;  
9                 transferring the set-up data from the output port of the transfer device to the  
10          motor vehicle.

1           20. The method of claim 19 wherein the input port of the transfer device comprises a  
2          serial bus connector.

1           21. The method of claim 20 wherein the output port of the transfer device comprises  
2          the same serial bus connector.

1           22.     The method of claim 19 wherein the output port of the transfer device comprises  
2     a serial bus connector.

1           23.     The method of claim 19 wherein the input port of the transfer device comprises an  
2     optical sensor.

1           24.     The method of claim 23 wherein transferring set-up data from the interactive site  
2     to the input port of the transfer device comprises modulating a portion of a display screen and  
3     sensing such modulation in the transfer device.

1           25.     The method of claim 19 wherein the transfer device comprises a key for operating  
2     the motor vehicle.

1           26.     The method of claim 19 wherein the programmable feature comprises a  
2     navigational function.

1           27.     The method of claim 19 wherein the programmable feature comprises a  
2     communication function.

1           28.     The method of claim 19 wherein the programmable feature comprises an  
2     entertainment function.

1           29.     The method of claim 19 wherein the programmable feature comprises a climate  
2 control function.

1           30.     The method of claim 19 wherein the programmable feature comprises a control  
2 having a user-assigned function.

1           31.     The method of claim 30 wherein the interactive site includes a plurality of control  
2 icons and further comprising dragging a selected icon onto a representation of a motor vehicle  
3 control panel.

1           32.     The method of claim 31 further comprising, after transferring the set-up data from  
2 the output port of the transfer device to the motor vehicle, providing a control corresponding to  
3 the selected icon on the motor vehicle control panel.

1           33.     The method of claim 19 wherein the programmable feature comprises a display  
2 having a user-assigned function.

1           34.     The method of claim 30 wherein the interactive site includes a plurality of display  
2 icons and further comprising dragging a selected icon onto a representation of a motor vehicle  
3 display panel.

1           35.     The method of claim 31 further comprising, after transferring the set-up data from  
2     the output port of the transfer device to the motor vehicle, providing a display corresponding to  
3     the selected icon on the motor vehicle display panel.

1           36.     The method of claim 19 wherein the interactive computer program is hosted on a  
2     global computer network.

1           37.     The method of claim 19 further comprising:  
2                 setting a programmable feature of the motor vehicle by user input to a control  
3     within the motor vehicle;  
4                 transferring the user-input setting of the programmable feature from the motor  
5     vehicle to the transfer device;  
6                 transferring the user-input setting of the programmable feature from the transfer  
7     device to the user's computer.

1           38.     A method for setting a programmable feature of a motor vehicle comprising:  
2                 providing an interactive site on a global computer network;  
3                 establishing a connection with the interactive site;  
4                 interactively setting a programmable feature of the motor vehicle at the interactive  
5     site;  
6                 transferring set-up data from the interactive site to the motor vehicle.

1           39.     The method of claim 38 wherein the programmable feature comprises a  
2     navigational function.

1           40.       The method of claim 38 wherein the programmable feature comprises a  
2 communication function.

1           41.       The method of claim 38 wherein the programmable feature comprises an  
2 entertainment function.

1           42.       The method of claim 38 wherein the programmable feature comprises a climate  
2 control function.

1           43.       The method of claim 38 wherein the programmable feature comprises a control  
2 having a user-assigned function.

1           44.       The method of claim 43 wherein the interactive site includes a plurality of control  
2 icons and further comprising dragging a selected icon onto a representation of a motor vehicle  
3 control panel.

1           45.       The method of claim 44 further comprising, after transferring the set-up data from  
2 the interactive site to the motor vehicle, providing a control corresponding to the selected icon on  
3 the motor vehicle control panel.

1           46.       The method of claim 38 wherein the programmable feature comprises a display  
2 having a user-assigned function.



1           47.     The method of claim 43 wherein the interactive site includes a plurality of display  
2 icons and further comprising dragging a selected icon onto a representation of a motor vehicle  
3 display panel.

1           48.     The method of claim 47 further comprising, after transferring the set-up data from  
2 the interactive site to the motor vehicle, providing a display corresponding to the selected icon on  
3 the motor vehicle display panel.

1           49.     The method of claim 38 further comprising:  
2                   setting a programmable feature of the motor vehicle by user input to a control  
3 within the motor vehicle;  
4                   transferring the user-input setting of the programmable feature from the motor  
5 vehicle to the interactive site.

1           50.     A system for setting a programmable feature of a motor vehicle comprising:  
2                   a motor vehicle having a programmable feature;  
3                   a transfer device provided in combination with the motor vehicle, the transfer  
4 device having at least one communication port;  
5                   an interactive computer program with a graphical user interface depicting the  
6 programmable feature of the motor vehicle;  
7                   wherein a user of the motor vehicle sets the programmable feature using the  
8 interactive program on a user's computer, transfers set-up data for the programmable  
9 feature from the user's computer to a transfer device and then transfers the set-up data  
10 from the transfer device to the motor vehicle.

1           51.       The system of claim 50 wherein the transfer device comprises a key for operating  
2 the motor vehicle.

1           52.       The system of claim 50 wherein the programmable feature comprises a  
2 navigational function.

1           53.       The system of claim 50 wherein the programmable feature comprises a  
2 communication function.

1           54.       The system of claim 50 wherein the programmable feature comprises an  
2 entertainment function.

1           55.       The system of claim 50 wherein the programmable feature comprises a climate  
2 control function.

1           56.       The system of claim 50 wherein the programmable feature comprises a control  
2 having a user-assigned function.

1           57.     The system of claim 56 wherein the graphical user interface includes a plurality of  
2     control icons and wherein the user drags a selected icon onto a representation of a motor vehicle  
3     control panel.

1           58.     The system of claim 57 further comprising means within the motor vehicle for  
2     providing a control corresponding to the user-selected icon on the motor vehicle control panel.

1           59.     The system of claim 50 wherein the programmable feature comprises a display  
2     having a user-assigned function.

1           60.     The system of claim 56 wherein the graphical user interface includes a plurality of  
2     display icons and wherein the user drags a selected icon onto a representation of a motor vehicle  
3     display panel.

1           61.     The system of claim 60 further comprising means within the motor vehicle for  
2     providing a display corresponding to the user-selected icon on the motor vehicle display panel.